WHAT IS CLAIMED IS:

1. A method of folding an airbag comprising a front portion, a back portion joined to the front portion, a throat portion connected to an associated inflator, a top longitudinal edge, a bottom longitudinal edge, a first side edge, a second side edge proximate to the inflator, and an airbag width formed between the top and bottom longitudinal edges, the method comprising:

orienting the front portion to face upwardly;

folding the bottom longitudinal edge toward the top longitudinal edge toward the top longitudinal edge whereby a first bottom fold is formed about one-eighth to one-tenth of the total width of the airbag;

folding the bottom longitudinal edge toward the top longitudinal edge whereby a second bottom fold is formed about one-half to one-fifth of the width of the first bottom fold;

folding the second bottom fold toward the top longitudinal edge thereby forming a first plurality of folds extending to about one-eighth to one-fifth of the width of the airbag from the top longitudinal edge, whereby the first plurality of folds comprises a backside downwardly oriented;

orienting the back portion of the folded airbag upwardly and the front portion downwardly;

folding the backside of the first plurality of folds to the top longitudinal edge to form at least one additional roll; and

folding the second edge beneath the inflator to form a third fold whereby the third fold is formed beneath the inflator.

2. An airbag module comprising an airbag formed as claimed in claim 1.

3. A vehicle occupant protection system comprising an airbag formed as claimed in claim 1.

4. An airbag folded as claimed in claim 1.

5. The method of claim 1 wherein said airbag is a head side airbag.

6. An airbag device comprising:

a housing;

a gas generator contained within said housing;

an airbag also contained within said housing and in fluid communication with said gas generator,

wherein said airbag is folded as claimed in claim 1.